

ABSTRACT OF THE DISCLOSURE

A disposable substantially damp cleansing article is disclosed having a cleansing composition impregnated onto a flexible substrate
5 such as a non-woven cloth. The impregnated compositions include lathering surfactants and water, and a water-binding agent resulting in a composition having a water activity less than 0.977 but no lower than 0.001. Amounts of water range from greater than 15% to no higher
10 than about 40% by weight of the total article. Speed of lather formation and foam volume increases within the window of the stated water activity and water range.